

Chex hopes bananas add to its appeal

By JANET NEIMAN

Ralston Purina Co. is giving Chex cereals a two-pronged boost this summer, with a new tv campaign and an estimated \$15 million promotional tie-in with bananas.

The new commercials, from Wells, Rich, Greene, New York, have an upbeat jingle themed "The simple pleasures of Chex." It replaces the line's year-old "Can you hear it?" theme, also from WRG. Four of the five Chex flavors (all but Wheat & Raisin Chex) are included in the spots.

No print support for the tv campaign is scheduled. Chex cereals hold about 5% of the \$3.7 billion ready-to-eat cereal market.

(Continued on Page 64)

Print ads for Chex, including this tie-in with bananas, reappear this summer.



Crucial voting bloc

GOP briefed on Hispanics

By JENNIFER PENDLETON

Four months ago, representatives of William F. Arens & Associates, a La Jolla, Cal.-based ad agency, trekked to Washington with a mission that, while not impossible, seemed unlikely.

The agency, meeting with the Reagan-Bush '84 campaign staff, as well as the Republican national, senatorial and congressional committees, went to the capital to discuss what at first hearing seems strange for the political party associated with the privileged and the powerful: The U.S. Hispanic market.

Arens, which has marketed goods and services to the nation's fastest-growing minority group through work for Banco Nacional de Mexico (BANAMAX) and other clients, showed the Republicans some of the mistakes Anglo marketers make when trying to reach the Spanish-speaking population.

The lessons were meant to enlighten.



May double budget to \$140 million

Apple to ad-tack IBM

By BOB MARICH

Apple Computer may pump well in excess of \$100 million into advertising next year as it vows to slug it out with IBM in the ad arena.

Some sources expect the ad budget for fiscal 1985, which begins Oct. 1 of this year, to hit about \$140 million. That would be double its current spending level.

Cupertino, Cal.-based Apple, the second-largest marketer of personal computers, wants to distance itself from the rest of the pack as well as grapple with market-leader IBM.

The fiscal '85 ad budget has not yet been set, but Apple is certain to end up playing in the big leagues, said advertising and sales promotion manager Bruce Mowery.

"If IBM is going to spend next year what it did this year, we're not going to sit back and take a back seat to anybody," Mr. Mowery asserted.

IBM, Armonk, N.Y., will spend more than \$100 million this year to advertise its personal computer products, according to various estimates.

Apple is stepping up advertising because it is the most mass market-oriented of the personal computer marketers, industry sources say. This is a result of pricing—its Apple IIe, at \$995, actually falls into the home-computer category (under \$1,000) as a result of recent price cuts. It also is a result of Apple's historical strength in the small-business market, which is characterized by unsophisticated, image-conscious consumers.

John Sculley, the marketing-oriented former soft-drink company executive who became Apple's president in April, 1983, told a dealers' meeting in January that the company is raising the marketing stakes in the computer industry.

Apple will spend about \$70 million in the fiscal year ending Sept. 30, a 40% increase over what it spent in fiscal '82, industry sources say.

Apple's 1983 annual report claimed that personal-computer advertising exceeded \$100 million for the year.

(Continued on Page 64)

L.A. shops brace for Olympic agony

By RUTH STROUD

LOS ANGELES—John Turner hopes the rings in the Olympic symbol aren't an omen that will bring his ad agency two weeks of running around in circles.

But just in case, the senior vp-operations at DJML here, is preparing for the worst.

"We're going to send letters to all our clients saying that we hope they'll understand our services will be affected—or at least be unpredictable—during that period," Mr. Turner said of the weeks beginning July 28 when Los Angeles will be the host of the 1984 Summer Olympics. "We don't even know if we can get ourselves into the office, never mind getting [ad materials] to and from vendors."

Mr. Turner's apprehension is representative of the fears many Los Angeles agency executives have. This is especially true of those with offices near the Los Angeles Coliseum, where opening and closing Olympic ceremonies and the popular track and field events will take place.

(Continued on Page 62)

highlights

Monday, July 9, 1984

"The Book," a new, "readable" version of the Bible, is getting \$5 million in ad backing from the Christian Broadcasting Network. See Page 10.

Captain Kangaroo is a kindly tv figure to children. But when it comes to describing network tv programming for kids, the Captain's creator, Bob Keeshan, is a lot less gentle than his character. See Page 12.

Unlike some of its competitors, Royal Crown Cola will admit no wrongdoing in ads for diet drinks, and is going to court to prove its point. See Page 12.

Gillette begins the second phase of its 1984 Good News! spots. See Page 12.

The marketer of Gremlins candy last year thought the product was ready for retirement. Then along came movie hit-maker Steven Spielberg. See Page 24.

Faithful readers of the Sears, Roebuck & Co. catalog are in for more than a few surprises this

fall. See Page 24.

Major advertisers that already are experimenting with nonstandard-length commercials on cable tv say such spots soon may be coming to broadcast tv. See Page 61.

CORPORATE CLOSEUP

The foundation for Dayton Hudson Corp., an amalgam of department, discount and soft-goods stores, was laid at the turn of the century in a small downtown Minneapolis store. See Page 4.

INTERNATIONAL

Sexist advertising was the target when the Quebec Council for the Status of Women gave its "demerit award" to a local swimming pool marketer. See Page 37.

Apple Computer has singled out France as the primary European market for the launch of its Macintosh personal computer this summer. See Page 37.

Procter & Gamble, marketer of Tide, says it will appeal a judge's ruling that lifted an injunction prohibiting Detergent Industries of Singapore from making detergent products called Tide, Tike, Tile and Tipe. See Page 40.

VIDEOTECH

CBS is firmly in the ratings lead in daytime tv, but it still trails ABC in revenues. Why? Because of who watches ABC daytime shows. See Page 41.

The cable industry should market itself to children as well as adults in order to get subscriptions, a survey contends. See Page 44.

REGULAR FEATURES

ADBEAT	57
ADVERTISING MARKETPLACE	53
AGENCY PEOPLE	30
BRADY'S BUNCH	24
CON-SID-ERATIONS	16
CORRECTIONS & CLARIFICATIONS	6
EDITORIAL	16
FOR THE RECORD	61
FORUM	18
LETTERS	20
MEDIA PEOPLE	26
NEW AD RATES	58
OBITUARIES	60

COMING THURSDAY IN

SPECIAL REPORT

The competition spurred by deregulation in the airline industry has stirred up new tactics affecting travel and tourism marketing.

Also in Thursday's edition:

Perspectives on political conventions, advertising, campaigns and more are offered by six veteran observers of the scene.

Nestle's managing director, Helmut Maucher, continues his interview with ADVERTISING AGE editor-in-chief Rance Crain.

FIGURES TO FILE

PHOTO REVIEW	22
PRESSTIME	8
REGIONAL NEWS	48
WASHINGTON BEAT	32
WORLD NEWS ROUNDUP	3
NEWSPAPER ADVERTISING EXPENDITURES FOR APRIL, 1984	50
TOTAL SMOKELESS TOBACCO	56
SMOKELESS TOBACCO SALES	56

Vol. 55, No. 40—ADVERTISING AGE (ISSN 0001-5899) is published twice weekly except three times the last week in March, the second week in September and except once a week the third week in November, the third week in December, the fourth week in December at 740 Rush Street, Chicago, IL 60611. Second-class postage paid at Chicago and additional mailing offices. Send address changes to ADVERTISING AGE, Circulation Department, 740 Rush Street, Chicago, IL 60611. Microfilm copies are available from University Microfilms, 300 N. Zeeb Rd., Ann Arbor, Mich. 48103. Microfiche copies are available from Bell & Howell, Micro Photo Division, Old Mansfield Rd., Wooster, O. 44691.

\$1.25 a copy, \$52 a year, \$95 two years. Add \$99 per year for air delivery to Europe & Middle East. Add \$31 for surface mail to all other foreign countries. WILLIAM STRONG, circulation manager, ROGER DI GREGORIO, fulfillment director, HEIDI SCHULTZ, senior circulation manager. Four weeks' notice required for change of address. Address all subscription correspondence to circulation department, Advertising Age, 740 Rush St., Chicago, Ill. 60611 (312) 649-5200.



Looks like big week for Chiat

By JENNIFER PENDLETON

Pizza Hut will name Chiat/Day, Los Angeles, to handle its \$20 million-plus national advertising account early this week, sources report.

The agency's second new-business coup of the week is likely to be the \$8 million-to-\$9 million Porsche Cars of North America assignment, an addition that may have repercussions on Chiat's corporate ad work for Mitsubishi Motors.

Neither Pizza Hut, Wichita, nor Porsche, Reno, Nev., would confirm their agency selections last week. Both predicted decisions or announcements this week, however.

Sources say Pizza Hut has informed Chiat/Day that it has been chosen. The New York offices of Ammirati & Puris and Ogilvy & Mather, the two other finalists for the business, also have been told of the Los Angeles agency's appointment, sources say.

The naming of Chiat/Day follows a two-month agency review in which Pizza Hut talked to several major national agencies, finally paring the list to three finalists. The agencies made personnel and strategy presentations, but not

(Continued on Page 66)

Kodak ad sports non-Olympian

By ROBERT RAISSMAN

With the pre-Olympic hoopla beginning to bubble and ads oriented toward the games proliferating, some companies are taking liberties with their casts, using athletes who have no chance of making the team.

Three athletes in Eastman Kodak Co.'s Olympics spot—Carl Lewis, Mary Decker and Edwin Moses—have made the team. Another, Brian Oldfield, a world-class shot putter, never had a chance to qualify.

That he couldn't qualify had nothing to do with Mr. Oldfield's ability to throw the shot. He was banned from the last two Olympic games and will not be allowed to participate in Los Angeles because he previously participated in the International Track Assn., a pro-

fessional track tour. He lost a bid to the ninth U.S. court of appeals to issue an order allowing him to compete in the Olympic trials.

A Kodak spokesman said the commercials were not designed to tout the Olympic stars but to show athletes "striving for excellence." The uniforms the athletes are wearing, however, have the letters "USA" across sweatshirts and are similar to the uniforms U.S. athletes wore at the World Track and Field Championships held in Helsinki, Finland, last summer.

John Mahar, senior vp. J. Walter Thompson USA, New York, said only track savants would clearly recognize Mr. Oldfield in the spot. "Our intention was to show the intensity of competition. Brian has a tremendously impressive appearance and adds a lot of presence to the commercial." #

Who helped hatch the perfect design for a well-known pantyhose?

A full-service marketing company. The Howard Marlboro Group helped design the now classic Leggs® Pantyhose retail display units seen in stores nationally. This helped Leggs make merchandising history and become the #1 brand of women's hosiery.

Helping major national brands market and merchandise their products more effectively is what The Howard Marlboro Group is all about.

From research and creative design to shelf management, from sales promotion to direct marketing... The Howard Marlboro Group has the formulas for in-store success. With a staff of over 300 employees, our disciplined approach to meeting objectives and developing unique strategies has contributed to a healthy market share and profits for our clients.

THE
HOWARD
MARLBORO
GROUP

1-800-232-1225 (In N.Y.C.: 212-736-2300)

The Howard Marlboro Group, 500 Tenth Avenue, New York, NY 10018
Offices in New York, Los Angeles and Minneapolis. Affiliates in Japan, Germany and England.

FLASH REPORT: Newspaper advertising investment for April

CATEGORIES	YEAR	IN 100 THOUSANDS										IN MILLIONS										DOLLARS		CHANGE	
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	1984	1983	ACTUAL \$ G OR L	%
Department stores	1984																					\$73,971,829	\$56,766,066	+17,205,763	+30.3
Food stores	1984																					24,265,320	19,227,915	+5,037,405	+26.2
Radio, tv, phonographs, records	1984																					12,560,248	10,236,563	+2,323,685	+22.8
Alcoholic beverages	1984																					2,293,156	1,922,373	+370,783	+19.3
Cameras, photo supplies & services	1984																					1,013,772	345,342	+668,430	+193.6
Beverages: coffee and tea	1984																					89,552	72,066	+17,486	+24.3
Beverages: soft drinks, diet/non diet	1984																					226,462	469,727	-243,265	-51.8
Soaps, cleansers & polishes	1984																					137,627	246,839	+109,212	+44.2
Cold, cough & sinus remedies	1984																					0	0	0	0
Headache remedies & sedatives	1984																					12,476	36,032	-23,556	-65.4
Publishing & media	1984																					11,098,451	9,277,892	+1,820,559	+19.6
Sporting & Leisure time equipment	1984																					400,818	660,824	-260,006	-39.3
Cigarettes	1984																					4,535,457	7,153,734	-2,618,277	-36.6
Cosmetics, makeup & manicure products	1984																					361,023	168,581	+192,442	+114.2
Airlines	1984																					12,427,609	11,448,614	+978,995	+8.6
Passenger cars-new	1984																					11,359,288	10,421,032	+938,256	+9.0

This Flash Report of newspaper advertising investment, compiled for ADVERTISING AGE by Media Records, is derived from

tabulations that cover 35 dailies and 24 Sunday editions in 15 cities: Atlanta, Baltimore, Boston, Charlotte, Chicago, Cleveland, Dallas, Denver, Detroit, Los Angeles, New York, Philadelphia, San Francisco, Washington and Youngstown. #

Source: Media Records Inc.

Newspaper ad spending surges

NEW YORK—Advertising investments in daily newspapers continued rising in April, 1984, with 10 of 16 categories showing increases over a year earlier, according to data supplied to ADVERTISING AGE by Media Records.

The largest percentage gains in national spending went to the cameras, photo supplies and services category—up 193.6% to \$1,013,772—and the cosmetics, makeup and manicure products category—up 114.2% to \$361,023, says Media Records' Flash Report of Newspaper Advertising Investments.

The biggest dollar totals came in the retail categories. Department store advertising investments spurred 30.3% to \$73,971,829; food store spending rose 26.2% to \$24,265,320, and radio-tv-phonographs-records spending was up 22.8% to \$12,569,248.

Other categories showing increased ad spending were: Beverages-coffee and tea, rising 24.3% to \$89,552; publishing and media, 19.6% to \$11,098,451; alcoholic beverages, 19.3% to \$2,293,156; new passenger cars, 9% to \$11,359,288, and airlines, 8.6% to \$12,427,609.

Among the declining categories: Headache remedies and sedatives dropped 65.4% to \$12,476; beverages-soft drinks, diet and nondiet, 51.8% to \$226,462; soaps, cleansers and polishes, 44.2% to \$137,627; sporting and leisure-time equipment, 39.3% to \$400,818, and cigarettes, 36.6% to \$4,535,457.

Cold, cough and sinus remedies showed no advertising activity this April or last.

The Flash Report is based on Media Records' measurements of advertising lineage in major-market newspapers. #

Scarborough gives software to schools

By BRIAN MORAN

Scarborough Systems, looking to cash in on the growing interplay between home and school use of microcomputers, will donate up to 125,000 software programs to teachers this fall in a matching promotion with retailers.

The program, dubbed "Be a hero

—software your school," will be supported by a \$1.25 million campaign set to break in September in dealer publications. Consumer advertising will begin in October in computer magazines, to be followed by inserts in December issues of women's books including *Woman's Day*. The agency is Henderson Friedlich Graf & Doyle.

New York.

For each software program bought by pupils and parents at retailers between Sept. 15 and Dec. 15, Scarborough will donate a program of the purchaser's choice to a local teacher. Scarborough, a Tarrytown, N.Y.-based independent marketer of educational and home productivity software, now offers seven programs selling for \$39.95 to \$59.95.

Like other small software developers without in-house sales forces, Scarborough is battling major textbook publishers to establish brand identity in the growing school microcomputer market. By the end of 1985, schools will have an estimated 650,000 computers, up from 400,000 last year. The school software market is expected to grow from \$38 million last year to \$128 million by 1986, according to Communications Trends, a Larchmont, N.Y.-based market researcher.

Retailers set to participate in the "Software your school" promotion include Sears, K mart and Waldenbooks, according to Sanford K. Bain, Scarborough vp-marketing. The company also plans a mailing on the promotion, supported by inserts in educational books such as *Instructor and Electronic Learning*.

Scarborough is best known for its MasterType computer-literacy program, which just passed the 200,000 mark in sales. MasterType sales are expected to reach 400,000 by yearend, bolstered by a book-software promotion beginning this month with Waldenbooks. Buyers of the program at a Waldenbooks outlet will receive \$10 from Scarborough toward the purchase of a computer book at Walden.

Scarborough, which shipped its first product last October, projects revenues of close to \$10 million this year, Mr. Bain said. #

Delta makes your deliveries DASH.



Delta DASH® delivers the same day to over 90 cities across the U.S. and abroad, covering 10,000 communities. Why get that small package delivered tomorrow when you can DASH it today? DASH (Delta Air Lines Special Handling) delivers packages up to 70 lbs. . . to over 10,000 communities. So give us a ring at the Delta Marketing Office in the

city nearest you. Or call DASH at (800) 638-7333 for pick up or delivery.

For top priority shipments over 70 lbs., use Delta Air Express. It guarantees your shipment gets on the flight specified. For full details, call your nearest Delta Marketing Office.

DELTA AIR CARGO. READY ALL-AROUND.

Scripps in circulation scrap

By LAURIE FREEMAN

E.W. Scripps Co. management is digging into its pockets for what's anticipated to be a long, drawn-out battle by its business journals to fight slumping circulation and defend against local competitors.

The company is pouring personnel and money into all its papers, with the biggest push in San Francisco and Pittsburgh. The effort stems in part from declining circulations and loss of market shares.

"One day we woke up and realized that we couldn't compete for the local business market with the pitiful numbers we had reading the papers," said Dan Hover, corporate sales director, Scripps-Howard Business Journals.

In addition, news coverage was thought by many in the business community to be soft, with little hard-hitting news.

Scripps-Howard Business Journals owns weeklies in Atlanta, Dallas/Fort Worth, Denver, Houston, Los Angeles, Miami, Phoenix, Pittsburgh, San Diego, San Francisco, Seattle and Washington.

Circulations range from a low of 9,000 in Denver to a high of 22,000 in Houston. Business Publications Audit of Circulation audits are in progress at the papers now. Page rates average \$1.065.

In San Francisco, the staff has

grown recently from six to 23 full-time employees, with a goal of 31 by September.

The main competition in San Francisco comes from the city's two dailies, the *Chronicle* and *Examiner*.

In Pittsburgh, the battle lines are drawn between the Scripps-Howard *Pittsburgh Business Journal* and the *Pittsburgh Business Times*, published by Business Journals Publications, St. Louis.

Business Journals Publications also publishes in Baltimore, Cincinnati, Indianapolis, Philadelphia and St. Louis.

Mark Vittert, president of the tabloid chain, is tight-lipped about competition between the two publications, preferring "to let the paper's merits speak for itself."

For his part, Mr. Hover said, "We consider Mr. Vittert's *Pittsburgh Journal* to be our stiffest competition."

Circulation margins between the two papers are slim. *Business Times* publisher's statement listed an average circulation of 12,500, effective February, 1983. The latest figures for the *Pittsburgh Business Journal* list circulation at 10,176.

The two business papers have been slugging it out in Pittsburgh for the past three years, and observers say in the past few months the war has been escalating.

Scripps-Howard recently unleashed a \$100,000 radio and outdoor board campaign created by the George Hill Co. Previous efforts were done in-house.

Radio ads began running in April on KDKA (am), and an all-city outdoor board campaign kicked off in late May. The 50 boards state: "The *Pittsburgh Business Journal*—ahead of the Times."

Money is being pumped not only into San Francisco and Pittsburgh. "All of our papers now have \$60,000 to use for promotions at their discretion for the rest of the year. The corporation adds an additional \$500,000 to promote the entire chain in major trade publications," said Mr. Hover.

As part of the effort to rebuild circulation, a selective, controlled circulation drive was instituted at many of the papers. Free subscriptions were sent to members of organizations like the Smaller Manufacturers Council.

Scripps now is switching those individuals over to paid subscriptions through telemarketing.

Along with the push for circulation comes an increase in advertising sales. From January to May, 1984, an increase in advertising of 289% was recorded for the *South Florida Business Journal* in Miami. In Atlanta, a 49% gain was reported.

Hispanics place trust in ads

NEW YORK—Hispanics in the U.S. tend to find advertising more believable than do Anglos, concludes research by Ogilvy & Mather.

The agency is using the recent research as a springboard to note the importance of reaching the Hispanic audience directly.

By a 2-to-1 margin, Hispanics are more likely than Anglos to believe in advertising's credibility, according to the study. When asked whether they agreed with the statement, "Advertising presents an honest picture of products," 41% of Hispanics in the telephone survey said they agreed. Only 22% of Anglos surveyed agreed with that statement.

Similarly, 41% of Hispanics

agreed that "advertising gives a good idea about a product by showing the kind of people who use it," and 27% agreed that "the way an average family is shown on tv commercials is true to life." This was in marked contrast with the 20% of Anglos who agreed with the first statement and only 12% who agreed with the second.

"With Hispanics responding less critically to advertising that is primarily designed to reach Anglos," concluded the O&M research, "it is little wonder that marketers who understand how to address them directly are finding out just how rewarding this market can be."

The research document, which also looked at the demographics

and values of Hispanics, observed that "Hispanics seem to be more committed to brand-name products" than are Anglos. A total of 60% of Hispanics and 52% of Anglos agreed with the statement "I always feel better when I buy well-known name brands."

On the other hand, Hispanics tend to be significantly less interested in coupons. Only 44% said that they used coupons, compared with 76% of Anglos.

Hispanics also tend to be more likely to switch brands based on price increases—58% said that they have changed from their usual brand recently because it costs too much, compared with 43% of Anglos.

SIN sees strong Latin auto market

By PATRICIA STRNAD

DETROIT—SIN Television Network is backing its case that it is a major Hispanic-language medium for advertisers here with a study that shows Spanish-Americans spent \$1.8 billion on new 1982 vehicles.

New York-based SIN already is winning some points: First-quarter ad revenue this year is up 50% from the same period a year ago.

"Spanish USA as a Market for New Cars and Trucks," a study conducted by Donnelley Marketing, Oak Brook, Ill., compared R.L. Polk registrations with Spanish-surname registrations for 1982 model vehicles in 18 bilingual cities, where about 73% of U.S. Hispanics reside.

When the households in these 18 markets were totaled, Donnelley estimated that 13.2% were Hispanic, and about 8% of new-vehicle registrations—133,947 units—were listed under Spanish surnames. At an estimated \$9,910 per unit, the Hispanics in these markets represented a \$1.3 billion auto market. The study projected these figures to all of the U.S. Spanish population, concluding that U.S. Hispanics bought 183,489 vehicles with a value of \$1.8 billion.

SIN, in its 22nd year, is the na-

tion's first Spanish-language tv network, with 277 satellite-interconnected affiliates reaching 86% of the Hispanic population of the U.S.

William Stiles, exec vp of the network, said the 1984 ad revenue gains reflect a continuing upward spending trend by advertisers seeking to reach the \$70 billion Hispanic market.

According to John Pero, director of national sales for SIN, ad gains came partly from new advertisers and partly from existing clients

that increased their spending. SIN has a half dozen advertisers in 1984 that signed national campaigns representing more than \$15 million in billings, said Mr. Pero.

In June, 1981, Yankelovich, Skelly & White, New York, also conducted a survey for SIN, examining the U.S. Hispanic population's true value as a market. According to this survey, Hispanics generally are more interested than most Americans in "quality" products and nationally advertised brands.

Total smokeless tobacco

With more cigaret smokers switching to smokeless tobacco, the market has stabilized. Pound figures in thousands. Source: John C. Maxwell, A.G. Becker Paribas.

Brand	1981		1982		1983	
	Lbs.	Share	Lbs.	Share	Lbs.	Share
Conwood	32,902	24.9	33,554	25.4	34,608	26.2
U.S. Tobacco	29,432	22.3	31,182	23.6	33,070	25.0
Pinkerton	30,620	23.2	30,070	22.8	29,070	22.0
Lorillard	13,315	10.1	12,648	9.6	11,900	9.0
R.J. Reynolds	12,807	9.7	11,151	8.5	10,050	7.6
Helm Tobacco	10,435	7.9	10,660	8.1	10,850	8.2
Brown & Williamson	2,025	1.5	1,639	1.4	1,858	1.4
R.C. Owen	861	0.7	811	0.6	782	0.6
Total	132,221	100.0	131,845	100.0	132,205	100.0

Smokeless tobacco sales

The moist snuff and fine cut category was the only segment among smokeless tobaccos to show a significant increase in sales last year, up 7% from 1982. Pound figures in thousands, shares may not total 100, due to rounding. Source: John C. Maxwell, A.G. Becker Paribas.

Brand	1981		1982		1983	
	Lbs.	Share	Lbs.	Share	Lbs.	Share
Plug						
R.J. Reynolds	7,702	68	6,955	68	6,261	65
Conwood	2,049	18	1,825	18	1,910	20
Brown & Williamson	1,177	10	1,099	11	1,065	11
Pinkerton	420	4	370	4	320	3
Total	11,348	100	10,249	100	9,556	100

Moist plug

Pinkerton						
Redman Moist Plug	2,200	34	1,560	31	1,300	30
R.J. Reynolds						
R.J. Gold	1,651	25	1,136	22	824	19
Conwood						
Taylors Pride	1,268	19	1,103	22	1,020	23
Levi Garrett Plug	1,400	22	1,274	25	1,210	28
Total	6,519	100	5,073	100	4,354	100

Dry snuff

Conwood	5,045	43	4,833	43	4,590	43
General Cigar	3,775	32	3,580	32	3,500	33
U.S. Tobacco	2,132	17	1,985	18	1,800	17
Brown & Williamson	848	7	800	7	79	7
Total*	11.8*	100	11.2*	100	10.7	100

Moist snuff and fine cut

U.S. Tobacco	27,300	90	29,200	89	31,300	89
General Cigar	950	3	1,100	3	1,000	3
Conwood	2,100	7	2,500	8	2,730	8
Total*	30.2*	100	32.7*	100	35.0	100

*Millions of pounds

Twist/roll

Conwood	1,000	54	956	54	918	54
R.C. Owen	861	46	811	46	782	46
Total	1,861	100	1,767	100	1,700	100.0

Loose leaf

Pinkerton						
Redman	24,300	34	25,029	35	25,100	35
Total	28,000	40	28,140	40	27,450	39
Conwood						
Scotten, Dillon	1,447	2	1,264	2	1,100	2
Levi Garrett	17,150	24	17,620	25	18,840	27
Total	20,400	28	21,058	30	22,230	31
Lorillard						
Beech-Nut	12,299	17	11,359	16	10,900	15
Total	13,315	19	12,648	18	11,900	17
General Cigar	5,710	8	5,980	8	6,350	9
R.J. Reynolds	3,454	5	3,060	4	2,965	4
Total	70,519	100	70,886	100	70,895	100

Smokeless tobacco market evening out

By JOHN C. MAXWELL JR.

During 1983, the smokeless tobacco industry had a basically flat year in terms of sales volume compared to a down year in 1982.

One possible reason for the stabilization of the market in 1983 is that some cigaret smokers are switching to smokeless tobacco.

The only category to post any significant increase was the moist snuff/fine-cut area, which was up some 7%.

Looseleaf was flat, with plug, dry snuff and twist-roll showing declines of 6.8%, 4.5% and 3.8%, respectively. The moist-plug category had the largest decline, dropping 14.2% year to year.

U.S. Tobacco led the way in the moist snuff/fine-cut area with 89.3% market share, followed by Helm Tobacco and Conwood with the balance of this sector. As an aside, Conwood introduced H.B. Scott and Red Fox in 1983 as loose-

leaf products. They captured a combined share of 3% of that market in 1983.

Among individual companies, Conwood retained its No. 1 position with 26.2% of the total smokeless market.

This is a slight increase over last year's 25.4%. U.S. Tobacco, No. 2 in the industry, also gained share, moving up two percentage points to capture one-quarter of the total market. This is largely due to the success of its Skoal and Copenhagen brands in the moist-snuff area.

Helm Tobacco captured fifth place from R.J. in 1983 with an 8.2% market share, while other rankings remained unchanged.

According to a 1983 study conducted by Simmons Market Research Bureau, 3.2% of male households, on a national basis, use smokeless tobacco.

Mr. Maxwell is with A.G. Becker Paribas, New York.

Advertising Age

Entire contents copyright 1984 by Crain Communications Inc. All rights reserved.

\$1.25 a copy; \$52 a year

The International Newspaper of Marketing

Monday, July 16, 1984



Spendthrift son tells his father he wants to run for Congress when he grows up in one new spot (top) created by the Tuesday Team. The spot later cuts to the Capitol, where an actor blames Democrats for blocking a balanced-budget amendment. Another spot (bottom) shows presumably Democratic congressmen reading newspapers while a Republican argues for a balanced budget.



Tuesday Team's rolling new ads

By MARK LIFF

NEW YORK—From an unobtrusive mid-Manhattan office, replete with rental furniture and holes left by bookshelves ripped out of the walls, come the powerhouse tv commercials of the Republican election campaign.

There is no sign on the door to announce that this is the home of the Tuesday Team, a wealth of creative talent on leave from their ad agencies to work for the Reagan-Bush '84 reelection effort (AA, April 2, et seq.). In fact, the group isn't listed in the lobby directory of the building at 1270 Avenue of the Americas.

"We're behind the dancers at the Radio City Music Hall," quipped James Travis, who directs the Tuesday Team, as he attempted to give directions to the office.

The dancers could very well trot out the team's latest effort. Last week, two Tuesday Team-created tv spots broke in 85 markets in 30 states for the Republican National Committee (Continued on Page 71)

Marketers vie for \$60 million bonanza

S.F. lures Dem cash

By JENNIFER PENDLETON

SAN FRANCISCO—It hasn't gone as far as having official sponsors of the 1984 Democratic national convention. But for many major corporations and retail establishments here, this week's gathering is a prime marketing opportunity.

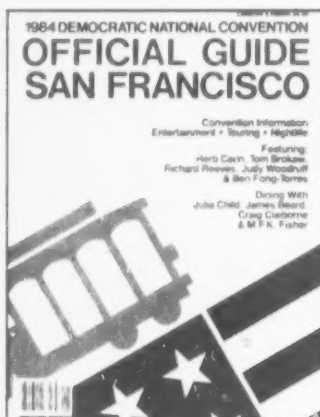
Consider the numbers: The Convention '84 Host Committee is expecting 3,933 delegates, 1,313 alternates, 6,000 official guests, 4,000 hangers-on and 15,000 members of the media to attend the convention, which runs from today to July 19.

No doubt that among these 30,000 people there are more than a few bulging wallets to be opened. The city and its businesses are in line to gain about \$60 million in direct benefits, the host committee says. The projections break it down as follows:

- Individuals will spend \$31.1 million to \$31.6 million.
- The media will shell out \$12 million to \$15 million for facility construction.
- The Democratic National Committee will spend \$6 million.
- The city will find its bill totaling \$7 million.
- The host committee itself will drop \$500,000.
- The value of media exposure for the city will amount to \$3.1 million.

And it is estimated that after all the money is circulated through the city's economy, the total benefits could reach \$91 million to \$103 million. That amounts to about \$25 million a day added to this colorful city's economy.

Such numbers are lucrative enough to attract the interest of the (Continued on Page 71)



The official guide to the convention pulled in 84 ad pages.

How to sell Fritz & Gerry?

By MARK LIFF

SAN FRANCISCO—When Walter Mondale anointed Geraldine Ferraro his vice-presidential running mate last week, he may have made the challenge just that much tougher for his campaign image-makers.

Prominent ad agency executives told Advertising Age last week that had Mr. Mondale selected Gary Hart instead, the job might have been easier. If Walter Mondale is the "Coca-Cola" of the Democratic party, they said, then Gary Hart could have been his "Diet Coke"—the requisite product-line extension to widen the appeal of the "brand."

The executives said Mondale campaign workers, preparing for the formal nomination of their candidate at the Democratic national convention here this week, must give Ms. Ferraro a highly visible role before the Nov. 6 election. The difficulty, they said, will come in deciding exactly how to fine-tune that role.

Rep. Ferraro was one of the potential candidates who paraded to Mr. Mondale's new home in North Oaks, a

suburb of St. Paul, Minn. But her selection by Mr. Mondale surprised even key aides to President Reagan, who were expecting a Mondale-Hart ticket.



The Mondale creative effort need not do anything other than display the vice-presidential candidate, said John O'Toole, chairman of Foote, Cone & Belding Communications, New York, and current chairman of the American Assn. of Advertising Agencies.

"Nothing more is required than her picture on the package, like Betty Crocker," he said. "No one is interested in her views. Just have her smiling in the background and visible in all the communications."

Other executives, however, contended that Rep. Ferraro should be in the forefront. "The worst thing to do would be to stick her in the background," said Richard Penny, president of Weekley & Penny, Houston.

Mr. Penny said that he expected a backlash by some voting blocs against the Mondale-Ferraro ticket. Some spots must intimate subtly that the Ferraro nomination is targeted to the single-largest voting group—women. (Continued on Page 71)

Upjohn out to get relief two ways

By GAY JERVEY

NEW YORK—Under mounting competitive pressure in a field it once owned, Upjohn Co. has set out to protect Motrin, its original prescription ibuprofen pain reliever, on two fronts: Legal and market-place.

The Motrin brand now is threatened by the new over-the-counter ibuprofen tablets, Advil from

American Home Products' Whitehall Labs and Nuprin from Bristol-Myers under a licensing agreement with Upjohn.

Last week, Kalamazoo, Mich.-based Upjohn said it would slice the price of Motrin by 35%. Motrin, the world's leading prescription arthritis pain reliever and Upjohn's largest-selling ethical drug product, last year accounted for (Continued on Page 68)

last minute news

Godfather's seeks to stop Chiat-Pizza Hut deal

LOS ANGELES—Godfather's Pizza, Costa Mesa, is suing Chiat/Day to halt the agency from handling the \$20 million-plus Pizza Hut account. Godfather's is suing to prevent Chiat from taking to Pizza Hut proprietary information that the agency received during Godfather's recent review. Godfather's awarded its \$5 million creative account to Dailey & Associates last month (AA, June 14). Chiat recently won the Pizza Hut account (AA, July 9), though the company has yet to confirm the selection. Chiat, an early contender for Godfather's, left the review just before the decision to pitch the larger Pizza Hut account. A hearing is set for today in Los Angeles superior court. Godfather's declined comment because the matter is in litigation.

Kahler expected to take helm at Doremus

NEW YORK—Doremus & Co. is expected to announce today that Steve Kahler has been named to succeed chairman-ceo Franklin Schaffer, who has left the company. Doremus is the financial advertising and public relations subsidiary of BBDO International. Mr. Kahler is exec vp-finance and administration at the parent.

Gallo Salame sticks account at Y&R

SAN FRANCISCO—Consolidated Foods Corp.'s Gallo Salame division has named Young & Rubicam to handle its Cincinnati-based Northlich, Stol (Continued on Page 6)

FCC may hike 7-7-7 to dozen

By MAURINE CHRISTOPHER

Odds are good that 12-12-12 will replace 7-7-7 as the Federal Communications Commission's enforced limit for each broadcast station group owner.

At press time, the numerical ceiling of a dozen each for ownership of tv stations and am and fm radio stations was emerging as the most likely formula to get an okay from the five-person commission.

The tv limit probably will apply only to the more valuable and powerful vhf stations. Under the revised policy, there is expected to be no maximum on stations in the uhf band. The latest chapter in the (Continued on Page 66)

New ice cream

WASHINGTON DC 20014
4520 EAST-WEST AVE #800
SP1 ACQUISITIONS
CONGRESSIONAL INFO SERVICE
FMSJ
DC20014CONCL
AA



Pure Perry

More than a mere jeans line, as this sketch attests, Perry Ellis America active sportswear by Perry Ellis for Levi Strauss (AA, July 12) should keep both Ellis purists and fans happy while opening up a new direction for Levi and the designer. Casual class that doesn't require a lot of cash.

Telescan plans test of tv spot verification

By STEWART ALTER

With Pepsi-Cola as its first client, Telescan will move into test market this December with a system for electronically verifying whether tv commercials have actually run on stations as planned—at the right time, in full and with the desired video and audio quality.

To be tested in New York, Chicago and Los Angeles for six months at a cost just under \$1 million, the Telescan system will be the first such system for independently verifying tv commercial airings to be launched since the advertising industry moved from film primarily to videotape in the 1970s.

The announcement of the new system, which has a patent pending, comes coincidentally three weeks after the Federal Communications Commission's sweeping deregulation of tv stations, which, among other things, freed stations from keeping detailed logs of programming and commercial airings. That move prompted advertising industry groups to urge stations to continue to maintain a record of ads run (AA, July 2).

Telescan does not require any tv station participa-

tion in its monitoring of commercials; it is done with electronic decoding equipment and computers from a remote site.

The system is the brainchild of Burton Greenberg, a tv commercials director who first worked on developing a system for monitoring airings of filmed tv spots in the late 1960s following his disappointment at seeing some Wheaties commercials he had shot appear scratched and with distorted sound on a tv station. But that system was not launched successfully.

But then in 1977 the FCC allowed that source identification could be included on videotape line 20 in commercials. A videotape picture is made up of over 1,000 horizontal lines, much in the way that a printed photograph is made up of dots. Line 20 is not visible to audiences. In the Telescan system, that line is electronically encoded with a number that can be picked up through decoding equipment and stored in computers. The numbers Telescan intends to use are the ISCI, or Industry Standard Commercial Identification, numbers the ad industry already uses to identify commercials.

Two years ago Mr. Greenberg formed Telescan in (Continued on Page 66)

'No fear' at ABC over 'Today' surge

Morning news war heats

By DIANE MERMIGAS

Several ABC network executives contend no changes in "Good Morning America" are warranted by the sudden summer raid on the program's audience by NBC's "Today."

"There really isn't any kind of fear here. We're sort of used to the ratings dropping during the summer," said Phyllis McGrady. Ms. McGrady was named interim senior producer for "Good Morning America" July 10 following Susan Winston's abrupt resignation as executive producer.

Ms. Winston will oversee ABC's daytime coverage of the Summer Olympics.

Many industry observers, including NBC executives, believe "Today's" virtual tie with "Good Morning America" the week of June 25 primarily was a function of NBC's uncommon dominance of prime time ratings that same week.

For the week, "Today" averaged a 4.1 rating, 21% share of the available national tv audience compared to 4.2/22 for "Good Morning America" and 3/16 for the "CBS Morning News."

However, "Today's" aggressive bid for viewers was thwarted the week of July 2, when NBC once again slipped behind ABC in the morning news race even though NBC narrowly led prime time for the second consecutive week.

For the week of July 2, "Good Morning America" averaged 4.2/24, "Today" 3.8/22 and "CBS Morning News" 2.7/15.

It is a widely held theory that a strong prime time showing benefits the morning because sets are already tuned to that station.

Steve Friedman, executive producer of "Today," said he intends to make the most of the program's ratings boost by offering special reports and features, and (Continued on Page 66)

Jackson snafus? Pepsi still happy

By SARAH STIANSEN

DALLAS—The Pepsi-Cola Bottling Group of Texas, unable to give away nearly one-third of its promotional tickets for the Jacksons' Victory Tour, still believes the Michael Jackson connection is paying off.

Despite a last-minute push to slap its promotional plans together in time for the Jacksons' appearances here last weekend—and the negative publicity that has followed the tour's ticket-selling methods—the bottling group seems convinced that the tour can only enhance the Pepsi brand's image.

Dallas was the second stop on the tour after Kansas City. Other cities on the tour are Jacksonville, Fla.; New York; Knoxville, Tenn.; Indianapolis; Detroit; Los Angeles; Buffalo; Philadelphia; Pittsburgh; Cleveland, and Anaheim, Cal.

"We feel as good now as we did when we signed [Mr. Jackson]," (Continued on Page 66)

highlights

Monday, July 16, 1984

Market researchers say computer marketers no longer will be able to afford being poor marketers because the industry is moving from short supply of products to overabundance. See Page 12.

Minnetonka is planning a \$1 million ad push this year via Bozell & Jacobs for L'Homme, its men's cologne. The company expects an impact on the market, in part because there has been little previous promotion for the product. See Page 32.

The syndicators of the popular tv series "Dallas" have come up with a novel idea that lets a station promote the program and an advertiser together. See Page 65.

The Federal Trade Commission is fighting a proposal from a sister government agency to pre-screen advertising for Health Maintenance Organizations. See Page 65.

Nostalgia is driving up the prices for do-it-yourself "kit

cars." See Page 69.

CORPORATE CLOSEUP

Taco Bell executives have made a key strategy decision in their drive to fill those few pockets in the country where their chain has no presence. They want their ads to look more, not less, like other fast-food chains'. See Page 4.

INTERNATIONAL

PepsiCo, in an attempt to break Coca-Cola Co.'s grip on cola sales in the region, is bringing the Pepsi challenge taste-test to new Latin American markets. The campaign has begun in Colombia and Brazil. See Page 40.

The Australian Broadcasting Corp. is being criticized for the allegedly devious way it moved its ad account from an Australian agency to Ogilvy & Mather in Sydney. See Page 42.

KF International, a Swedish

company with \$5 billion in annual sales, hopes to launch an up-scale line of generic food products in the U.S. next year. See Page 43.

VIDEOTECH

Some unexpected negotiations may mean Tele-Communications of Denver, the country's largest cable tv company, will be a force in three of Chicago's five cable franchise areas. See Page 48.

Not many people think it would be fun to be a member of the Federal Communications Commission, but one longtime commissioner is looking forward to another term. See Page 52.

REGULAR FEATURES

ACCOUNT CHANGES	14
ADBEAT	61
ADVERTISING MARKETPLACE	57
AGENCY PEOPLE	24
BRADY'S BUNCH	44
COMING CONVENTIONS	38
CON-SIDERATIONS	18
CORRECTIONS & CLARIFICATIONS	6
EDITORIAL	18
FOR THE RECORD	65
FORUM	20
GETTING PERSONAL	28
LETTERS	22
MEDIA MOVES	64

COMING THURSDAY IN

SPECIAL REPORT

College-age consumers are the future, and as such they are bombarded constantly by educational institutions, credit companies, retailers and more.

Also in Thursday's edition:

John Fairchild, the man behind Capital Cities Communications' Fairchild Publications, has developed a distinctive style in the publishing world.

Creative types have as many reasons for why they work as there are types of people.

FIGURES TO FILE

AD PAGES IN FARM PUBLICATIONS FOR SIX MONTHS	62
CIGAR MARKET SHARES	30

Vol. 55, No. 42—ADVERTISING AGE (ISSN 0001-8899) is published twice weekly except three times a week the last week in March, the second week in September and except once a week the third week in November, the third week in December, the fourth week in December at 740 Rush Street, Chicago, IL 60611. Second-class postage paid at Chicago and additional mailing offices. Send address changes to ADVERTISING AGE, Circulation Department, 740 Rush Street, Chicago, IL 60611. Microfilm copies are available from University Microfilms, 300 N. Zeeb Rd., Ann Arbor, Mich. 48103. Microfiche copies are available from Bell & Howell, Micro Photo Division, Old Mansfield Rd., Wooster, O. 44691.

Bergin in new Coke role at M-E

By STEWART ALTER and JOHN J. O'CONNOR

NEW YORK—John Bergin, president of McCann-Erickson USA and the key man on the Coca-Cola account worldwide, will be devoting more of his time to the creative side of keeping Coke No. 1.

Nudged by Coca-Cola USA, McCann-Erickson Worldwide has tapped William C. Thompson Jr., exec vp-director of worldwide accounts, to add top account-management responsibilities for Coke USA.

He assumes functions that previously were part of Mr. Bergin's continuing worldwide role.

Commenting on the appointment, Robert James McCann-Erickson Worldwide president-chief operating officer, stressed the move was made in response to future "business needs." Atlanta-based Coca-Cola had outlined.

A Coke spokesman said, "We regularly express our business needs and they respond accordingly."

Mr. James said the move in no way affects Mr. Bergin's position as the top person on the account.

"They needed an outstanding man on the account side," explained Mr. Bergin. "I'll now be (Continued on Page 8)

\$1.25 a copy, \$52 a year, \$95 two years. Add \$99 per year for air delivery to Europe & Middle East. Add \$31 for surface mail to all other foreign countries. WILLIAM STRONG, vp-circulation; ROGER DI GREGORIO, fulfillment director; HEIDI SCHULTZ, senior circulation manager. Four weeks' notice required for change of address. Address all subscription correspondence to circulation department, Advertising Age, 740 Rush St., Chicago, Ill. 60611 (312) 649-5200.



Football syndicators stew while nets stall

By ROBERT RAISSMAN

New York—As the tv networks wait for concrete plans from three organizations that apparently have control of college football rights, some syndicators that had struck contingency deals with college conferences are watching those deals fall apart.

If the networks don't present their packages to advertisers soon, the fallout is likely to extend to syndicators that already have agreed on guaranteed rights fees with conferences. Sources said the networks could wait until the first week in August before finalizing their plans.

The conferences will be faced with the possibility of restructuring those contracts along profit or revenue-sharing lines, which will

likely mean less money for conferences and schools. This would further shrink the revenues colleges and conferences can expect from tv. If too much time passes, syndicators could get out of football in 1984, which would mean an abrupt halt to talk of a glut of college football on tv.

Barry Frank, group vp in charge of worldwide sales for Trans World International, a subdivision of the International Management Group, which has linked the Ivy League with Public Broadcasting Service for a football series this fall, said the clock is running quickly for syndicators and advertisers. "It's getting late now. It's the middle of July, and people still can't commit to sign for a series that starts in a month and a half," Mr. Frank said.

Raycom, a Charlotte, N.C.-based syndicator, which struck a contingency deal with the Atlantic Coast Conference in November, has put advertisers and stations on notice that it has halted ACC sales until the networks submit their college football schedules. Ken Haines, vp-network operations, Raycom, said the company took its action because their contingency deal was dependent on the Supreme Court handing down a ruling in early spring and having a regional window spelled out. However, sources said the University of North Carolina wanted to establish its own tv package, thus eliminating the conference's most powerful team.

The ACC is not the only major conference without a syndicator. The Southeastern Conference, Southwestern Conference and the

Big Eight Conference all are without representation. Then there are some major independents, including coveted Notre Dame, looking for deals. Two other major conferences, the Big 10 and Pacific 10, are being sold by TCS, Metrosports.

Even schools and conferences that have deals are facing a radically different revenue setup if syndicators are forced to continue to wait before they can offer a tangible package to advertisers.

Last week, members of the National Collegiate Athletic Assn. voted down a voluntary tv plan submitted by the organization. That action was the climax of developments that started three weeks ago when the Supreme Court ruled that the NCAA's 33-year-old exclusive control over college-football telecasts violated

antitrust law. The Big 10 and Pac 10 then decided to strike their own deals with the networks. Besides these two conferences, the networks will be dealing with the College Football Assn. and the Football Television Planning Committee.

CBS and ABC are likely now to sift through what they are offered and pick the best games. Whether they will be locked into a set schedule before the season or will have the flexibility of picking contests on a week-to-week basis is still open to speculation.

Whether the networks think that prolonging their decision will help their own financial plight—by further pushing back college football's scatter market closer to the start of the season—is open to debate.

Terry Hanson, director of sports, Turner Broadcasting System, said another problem—the apparent control of the CFA—also could short-circuit syndication deals. "If the CFA is indeed in charge of college football, they have some questions to answer," he said. "If I buy 'X' conference's game of the week at 1 p.m., and there is a network game at 4 p.m. and a cable game at 8 p.m., all involving CFA teams, then my 'X' conference game might be the third-best attraction of the day."

The CFA, which includes 19 major independent schools as well as members of the ACC, Big Eight, Southeastern, Southwest and Western Athletic Conferences, agreed on a tv plan that gives over-the-air and cable networks a chance to bid on games for Saturday afternoons and evenings. The plan also provides a third Saturday afternoon window for member schools that don't want to compete directly with the network telecasts.

corrections & clarifications

- The line above the chart on Page 40 in the international section of this issue incorrectly identifies the second set of figures as representing advertising expenditures in the first six months of 1984. The figures represent projected expenditures for all of 1984.
- The Travel & Tourism Research Assn.'s name was misidentified in a story devoted to its annual convention (AA, July 9, P. 33).
- Stockton West Burkhardt, Cincinnati, is the ad agency for the Greater Cincinnati Convention & Expo Center (AA, June 28, P. 86).
- The following additions and corrections refer to the 1984 foreign agency income report (AA, April 23, P. 57):

Saffer Cravit & Freedman, Toronto, 1983 gross income of \$7.3 million and billings of \$51.2 million, compared with '82 figures of \$6.5 million and \$45.5 million, respectively.

Bold Advertising, Athens, '83 gross income of \$1.2 million and billings of \$8.6 million, compared with '82 figures of \$1 million and \$6.8 million.

GFM/Propeg, Salvador, Brazil, '83 gross income of \$3.7 million and billings of \$16.2 million, compared with '82 figures of \$5.2 million and \$18.7 million. Also, GFM/Propeg merged with Castelo Branco e Associados in March of this year and was not purchased by CBBA, as stated in the Page 58 footnote.

George Patterson Pty., part of Ted Bates Worldwide, should have been listed in the "World's top 50 ad agencies in 1983" chart as No. 50, with '83 gross income of \$28 million and billings of \$182 million.

WE GAVE DIMENSION A HEALTHY HEAD START.

When Lever Brothers wanted to size up the potential of a new shampoo called Dimension, they turned to us. And with one simple advertising buy, they turned the heads of a healthy 76%* (101 GRPs) of the Milwaukee market every day. No other newspaper combination in



the top 30 markets delivers like that. In fact, our market penetration is one reason so many new product marketers test the waters of Milwaukee first.

So the next time you're in a lather to test market a new product, call us at (414) 224-2472. We can help you clean up.

The Milwaukee Journal/Milwaukee Sentinel

The top combination in the top 30 markets.

Member: Million Market Newspapers Inc.
*Source: 1983 Scarborough National Newspaper Audience Study

Smoke seems to clear for cigar industry

By JOHN C. MAXWELL JR.

Last year appears to have been a turning point of sorts for the cigar industry. Although total sales were off slightly, both large and little cigars registered year-to-year increases, 1.6% and 5.4%, respectively.

The decline is much less than in previous years and is fully attributable to the dropoff in small cigars.

If this year's first quarter is any indication of how the remainder of the year will progress, we believe that the industry can show its first year-to-year volume increase in over a decade. Removals for the

first three months of 1984 have been up an average of 5% over the same period in 1983. The March increases make five months of consecutive improvements.

The greatest percentage of cigars continue to be in the 8¢-to-15¢ range. This price category grew to 54.8% of the total market this year versus 50.7% in 1983.

Although large cigars achieved an increase of 1.6% in units for the year, when these units are taken in combination with the "small" category (smaller versions of large cigars) the total large category declined 2.4%. John Swisher is now tied with Consolidated Cigar for the No. 1 spot in this area. Each has about 25% of the total market.

Little cigars (cigarillo types) are having the best growth of any regular category. We believe the key reason is price. The average price of a cigarette is now about 5¢. An average small cigar sells for about 5½¢, most large cigars are about 20¢ each, while the average price of a little cigar is about 2½¢. Obviously, with consumers becoming more price conscious, the little cigar is a better buy.

Within the category, the bulk of the growth appears to be coming from Consolidated Cigar's Dutch Treats, which now has almost 40% of this market.*

Mr. Maxwell is with A.G. Becker Paribas, New York.

Independent agencies join to form pr network

MINNEAPOLIS—Ten independent public relations agencies around the country have formed a national network to assist clients with multimarket and national accounts.

The new network, Public Relations Exchange, is intended to offer clients of the 10 agencies "increased nationwide service with specialized assistance in major metropolitan markets throughout the country," according to Lou Brum Burdick, chairman-chief executive officer of Brum & Anderson Public Relations here. Mr. Burdick is the exchange's first president.

In addition to Brum & Ander-

son's Minneapolis and Denver offices, other agencies in the exchange are Bohle Co., Los Angeles and San Francisco; Cone & Co., Boston; Janet Diederichs & Associates, Chicago; Earle Palmer Brown Cos., Washington and Baltimore; Makovsky & Co., New York; Pharr Cox Communications, Dallas; Spiro & Associates, Philadelphia; and Woody Kepner & Associates, Miami.

The companies had combined billings of more than \$12 million in 1983.

Mr. Burdick said there are future plans to expand the network to additional U.S. and international markets this year. Negotiations are under way with agencies in Europe, the Far East and Canada, he said.

Kenneth Makovsky, president of Makovsky & Co., is vp of the exchange, and Sue Bohle, president of Bohle Co., is secretary treasurer.

Officers elected for GMA

WASHINGTON—Consolidated Foods Corp. chairman John H. Bryan Jr. has been elected chairman of Grocery Manufacturers of America.

Kellogg Co. chairman William LaMothe has been named vice-chairman. Campbell Soup Co. president R. Gordon McGovern has been elected treasurer.

Six new association members were elected to the board: Charles Harper, ConAgra chairman; Reuben Mark, Colgate-Palmolive Co. president; Hamish Maxwell, Philip Morris president; Boyd Schenk, Pet Inc. president; J. Tylee Wilson, R.J. Reynolds Industries president; and Richard Zimmerman, Hershey Foods Corp. president.

Cigar market shares

Little cigars registered a slight increase in unit sales last year, while the decrease of small cigars' unit sales more than offset the gains made by the sales of large cigars. Source: John C. Maxwell

Brand	1981		1982		1983	
	Units	%	Units	%	Units	%
Large and small cigars						
Consolidated Cigar						
Muriel	359	9.3	316	8.7	300	8.5
Dutch Masters	316	8.2	290	8.0	280	7.9
El Producto	193	5.0	181	5.0	175	4.9
Backwoods	42	1.1	80	2.2	50	1.4
Others	92	2.4	94	2.6	95	2.7
Total	1,002	26.0	961	26.5	900	25.4
John H. Swisher & Sons						
King Edward	760	19.7	750	20.7	750	21.2
Others	130	3.4	122	3.4	150	4.2
Total	890	23.1	872	24.0	900	25.4
General Cigar						
White Owl	270	7.0	195	5.4	195	5.5
Robert Burns	165	4.3	143	3.9	135	3.8
Tijuana Smalls	75	1.9	70	1.9	65	1.9
William Penn	140	3.6	138	3.8	125	3.5
Garcia y Vega*	—	—	102	2.8	100	2.8
Others	40	1.0	40	1.1	50	1.4
Total	690	17.9	688	19.0	670	18.9
American Cigar						
Roi-Tan	85	2.2	75	2.1	64	1.8
Antonio y Cleopatra	181	4.7	167	4.6	164	4.6
La Corona	19	0.5	18	0.5	25	0.7
Others	3	0.1	2	0.1	2	0.1
Total	288	7.5	262	7.2	255	7.2
Boyuk Cigars						
Phillies**	194	5.0	—	—	—	—
Garcia y Vega*	104	2.7	—	—	—	—
Total	298	7.7	—	—	—	—
Havatampa						
Havatampa	160	4.2	165	4.5	176	5.0
Phillies**	—	—	182	5.0	174	4.9
Total	160	4.2	347	9.6	350	9.9
Lorillard						
Erik Filter Natural	72	1.9	69	1.9	67	1.9
Erik Filter Menthol	35	0.9	33	0.9	32	0.9
Erik Filter Cherry	21	0.5	19	0.5	19	0.5
Total	128	3.3	121	3.3	118	3.3
U.S. Tobacco						
House of Windsor	70	1.8	72	2.0	73	2.1
M&N Cigar Mfrs.						
Cuesta-Ray	70	1.8	71	2.0	72	2.0
Rigoletto	32	0.8	33	0.9	34	1.0
Total	102	2.6	104	2.9	106	3.0
Universal Cigar						
Optimo	65	1.7	64	1.8	62	1.8
Corral Wodiska y Ca	31	0.8	32	0.9	33	0.9
Others	131	3.4	106	2.9	76	2.1
Grand total	3,855	100.0	3,629	100.0	3,543	100.0
*Garcia y Vega was sold to General Cigar on March 15, 1982.						
**Phillies was sold to Havatampa June 1, 1982. Units are for full year.						
Little cigars						
Reynolds						
Winchester	772	56.1	686	53.9	654	48.8
Consolidated Cigar						
Dutch Treats	370	26.9	380	29.9	515	38.4
Lorillard						
Omega Natural R5s	16	1.2	14	1.1	13	1.0
Omega Natural 100s	38	2.7	36	2.9	35	2.6
Cherry 100s	5	0.4	5	0.4	4	0.3
Menthol 100s	4	0.3	4	0.3	3	0.3
Total Omega	64	4.6	59	4.7	56	4.2
Between the Acts						
(90mm)	44	3.2	40	3.2	40	3.0
Madison (80mm)	30	2.2	27	2.1	26	1.9
Total	138	10.0	127	10.0	122	9.1
American Cigar						
Roi-Tan						
(85mm, 100mm-F)	20	1.5	12	0.9	10	0.8
Antonio y Cleopatra						
(100mm-F)	25	1.8	16	1.3	18	1.3
eringer	4	0.3	—	—	—	—
Total	49	3.6	28	2.2	28	2.1
Change in inventory	48	3.5	51	4.0	22	1.6
Grand total	1,376	100	1,272	100	1,341	100

Need an Idea?



Send for a "FREE" Direct Response Format Idea Kit!

If your print quantity requirements are 20,000 pieces or more, Webcraft would like to send you a free format idea kit. You'll receive printed samples of unusual formats with attention getting involvement devices and built-in reply envelopes. We've specially designed our web-off-set

presses for the efficient and economical production of:

- ☐ Direct Mail Formats
- ☐ Ink Jet Personalization
- ☐ Mini Catalogs & Booklets
- ☐ Catalog, Magazine and Newspaper Inserts
- ☐ Games, Sweepstakes and Traffic Builders

To receive your free format idea kit send a letterhead request describing your needs or call Jack Cooper today at: (201)297-5100.

webcraft Direct Response Printing Specialists
Dept. AA 7-16, PO Box 185, Rt. 1 & Adams Sta., No. Plains, NJ 08902

"DID YOU SAY SWEEPSTAKES?"

"TALK TO VENTURA."

VENTURA ASSOCIATES
200 MADISON AVENUE
NEW YORK, N.Y. 10016
212-889-0707
BOSTON, 617-639-0644

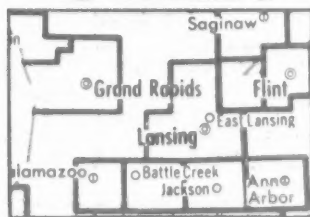
Ad pages in farm publications for 6 months, 1984-83

Second-quarter figures for U.S. and Canadian publications reporting to Advertising Age

Canadian					Fruit & vegetable					General farm publications					Poultry				
	April June 1984	April June 1983	Jan June 1984	Jan June 1983		April June 1984	April June 1983	Jan June 1984	Jan June 1983		April June 1984	April June 1983	Jan June 1984	Jan June 1983		April June 1984	April June 1983	Jan June 1984	Jan June 1983
Country Guide					American Fruit Grower	128.0	119.1	293.7	273.8	American Agriculturist	70.7	98.5	206.4	212.5	Broiler Industry	143.2	133.9	288.0	287.2
Eastern Edition B	138.2	133.8	285.7	275.7	American Vegetable Grower	117.1	132.4	243.1	262.0	Arizona Farmer-Ranchman	84.5	97.3	148.8	175.1	Poultry Digest	49.6	57.0	93.1	113.0
National Edition B	267.2	302.1	558.0	570.7	Citrus & Vegetable	128.5	118.0	282.2	242.8	California Farmer (21X) A	156.0	211.0	387.0	470.0	Poultry Tribune	62.3	83.3	141.5	167.2
Western Edition B	201.3	188.0	387.0	362.4	The Grower	85.2	70.9	200.1	141.3	Farm Futures A	71.1	74.5	202.6	201.3	Poultry Times C	101.6	79.1	202.3	119.5
Le Bulletin des					Total Group	458.8	440.4	1,019.1	919.9	Farm Industry News (10X)	92.3	71.1	308.9	217.7	Poultry & Egg Mktg	24.3	32.8	82.2	92.4
Agriculteurs	199.8	186.2	437.9	394.4	% change	-4.1%		-10.7%		Farm Journal (14X)	178.9	161.3	512.8	462.1	Total Group	381.0	386.1	807.1	779.3
Total Group	806.5	810.1	1,668.6	1,603.2						Florida Grower & Rancher	32.8	47.8	82.5	108.0	% change	-1.3%		+3.5%	
% change	0.4%		-4.0%							Farmer-Stockman Unit	44.6	47.1	87.8	87.1					
Dairy & livestock										Oklahoma Farmer-Stockman	37.0	40.9	80.5	78.7					
Beef Magazine A	161.0	188.6	383.1	418.9						Harvest Publishing Unit	137.5	146.0	410.1	401.5					
Beefweek B	133.5	68.9	306.2	189.2						Kansas Farmer (21X)	120.0	137.4	337.3	385.3					
The Cattleman	311.3	301.2	664.3	669.1						Michigan Farmer (21X)	151.0	156.9	426.4	459.1					
Dairy	72.9	87.9	173.0	181.7						Missouri Ruralist (21X)	158.6	189.9	454.0	451.0					
Dairy Herd										Ohio Farmer (21X)	65.2	93.3	282.7	337.1					
Management	119.1	115.5	267.2	291.2						Pennsylvania Farmer (21X)	633.1	624.6	1,235.5	1,221.7					
Drivers Journal (52X) A	181.1	197.0	597.6	462.0						High Plains Journal	626.2	596.8	1,199.6	1,159.4					
Farm Progress Hog										Colorado	613.9	601.0	1,191.1	1,149.3					
Producer	20.0	18.0	46.8	55.4						Nebraska	637.8	624.6	1,225.6	1,211.7					
Feedlot Management	70.1	82.8	142.9	164.2						Oklahoma-Texas	694.0	670.0	1,327.4	1,298.7					
Florida Cattleman	220.2	216.9	457.4	438.9						Western Kansas	39.5	47.2	139.6	109.5					
Hog Farm Management	181.0	232.2	436.9	491.9						Irrigation Age (10X) A	69.2	74.8	180.0	185.6					
National Hog Farmer	48.6	76.6	168.7	234.0						Kentucky Farmer	1,330.6	1,329.6	2,771.4	2,708.6					
Pig American	52.5	60.9	120.9	137.3						Lancaster Farming (52X)									
Pork 84	66.0	40.3	165.0	112.9						Midwest Farm Paper Unit (24X)									
Southern Beef Producer (8X)	37.2	21.4	79.5	48.4						The Farmer	241.5	276.6	687.0	755.2					
Southern Hog Producer (6X) A	49.6	26.8	30.4	38.8						Nebraska Farmer	256.1	279.5	792.1	809.7					
Sunbelt Dairyman (6X)	20.9	20.0	31.4	29.7															
Western Livestock Journal Weekly																			
Central Edition	90.0	95.2	205.0	214.9															
Western Edition	100.3	98.6	206.6	213.9															
Western Livestock Reporter /																			
Montana News (52X)	118.4	112.1	288.6	294.7															
Total Group	2,186.1	2,250.8	5,170.5	5,147.3															
% change	-2.9%		-0.4%																

(X) Represents the number of times published each year; publications are monthly unless otherwise specified. A. Sectional lineage included but prorated to circulation of regional editions. B. 1983 figures are comprised of a combination of 30-in. and 80-in. pages; 1984 figures are comprised of only 30-in. pages. C. 1983 figure reflects four regional editions; 1984 reflects national edition and two regional inserts.

KNOW THY SELF.



Managers:
New SMSA Wall Map
defines your
exact market. 44" x 30"

Includes all U.S. markets, towns of 25M and up. Laminated surface can be marked, wiped clean. Essential for new or test markets, sales strategies, overview. Use coupon or call (212) 784-0055.

American Map Corp.

46-3554th Road, Maspeth, NY 11378

Send ___ copies of laminated SMSA Wall Map at \$39.95 each plus \$3 p&h. N.Y. residents add sales tax.

Send ___ copies of new ADI Wall Map showing TV coverage. Same price conditions as SMSA Map.

Check enclosed ☐ Bill company

P.O. # _____

Company _____ Phone _____

Address _____

City/State/Zip _____

Your name _____

Shop hours

(Continued from Page 3)

and Marsteller have instituted half days on summer Fridays, almost every New York agency has some version of special summer hours.

Most agencies give Friday afternoons off. A handful do it with no quid pro quo, though many insist employees make up the time by staying a half hour later during the rest of the week or arriving a half hour earlier.

But that can vary; a half hour earlier at D'Arcy MacManus Masius means 8:30 a.m., while at Doyle Dane Bernbach it's 9 a.m. It's also 9 a.m. at Kenyon & Eck-

hardt, which has the longest of the summer seasons; half-day Fridays begin in early June, compared to July for most other agencies.

Some of the major New York shops don't close early on Friday, such as McCann-Erickson and SSC&B. Instead, they give employees off two July-August Fridays of their choice. JWT's New York office joined this school this summer but makes it three Fridays.

Another approach to shorter summer hours is the alternating week. Needham, Harper & Steers USA gives every other full Friday off. Bozell & Jacobs makes it a half day on every other Friday, but throws in another full day during the summer to build a long

weekend.

William Esty Co., which has had summer hours in the past, still was surveying its clients last week to try to decide what to do this year. Ted Bates Advertising New York treats summer the same as winter and gives no special hours or days off.

Chicago

Unlike their New York counterparts, most Chicago agencies, including BBDO, N W Ayer and Young & Rubicam, retain their 9 a.m.-to-5 p.m. schedule throughout the summer.

One exception is Tatham-Laird & Kudner, which switches to an 8:30 a.m.-to-5:30 p.m. Monday-through-Thursday and 9 a.m.-to-noon Friday schedule for July and August.

A TLK spokeswoman speculated the summer hours are intended to be "a kind of summer benefit for employees," based partly on the fact that "a number of clients do it."

She noted that summer hours are "a dubious benefit for a lot of employees," because the press of business often doesn't allow them to leave at noon Friday anyway.

NH&S' Chicago office is on summer hours this year for the first time. After testing a schedule of 8:30 a.m.-to-5 p.m. Monday through Thursday and 8:30 a.m. to 1 p.m. Friday during June, NH&S polled its employees, who overwhelmingly favored the idea. The agency will continue the same Monday-through-Thursday schedule and an 8:30 a.m.-to-1:30 p.m. schedule Fridays through August.

"The feeling was that a lot of people are putting in long hours and weekends," an NH&S spokeswoman said. "We wanted to give them something back."

"Some people get to take advantage of it, some don't," she said. "The place doesn't become a ghost town after 1:30 on Friday."

Detroit

Summer hours for Detroit area ad agencies are "long and hard," one veteran adman says. Summer is when agencies and their automotive clients are toiling to produce fall-introduction advertising. D'Arcy MacManus Masius' Bloom-

field Hills parking lot is still pretty full after 4 p.m. Fridays. Staffers have the option of leaving an hour early, but not many do. D'Arcy has two auto accounts, Pontiac and Cadillac.

But most agencies are like Kenyon & Eckhardt, Birmingham. Although the New York offices keep summer hours, the Detroit office doesn't. K&E vacations run more to nonsummer periods, because of the needs of client Chrysler-Plymouth division.

J. Walter Thompson USA, Detroit, says its hours are "come early and leave late"—at least for those on the Ford division account.

"We work all the time," added a Campbell-Ewald executive, now busy on 1985 advertising for Chevrolet.

Los Angeles

In Los Angeles, "summer hours" are as common as winter storms. For most agencies here, the only change in work hours will come during the two-week Olympic period when many will work from 10 a.m. to 4 p.m. Some are making plans to close on Aug. 3 and 10—"black Fridays" when crowds and traffic are expected to be at their worst.

A few agencies that do follow the tradition of their New York peers say summer hours are really a disadvantage since their clients don't normally have such hours. "In a service-oriented business, you've just got to be around when the clients need you," says John Carter, general manager-senior vp, Benton & Bowles.

B&B staffers are working half days every Friday during the months of July and August, which is great, Mr. Carter says, for the "least busy people."

Chiat/Day's offices in Los Angeles, San Francisco and New York also follow the Fridays-off summer schedule. But again, only those employees who are "all caught up" have the opportunity to take advantage of the three-day weekends, said one agency executive.

Some think the idea sounds great, but "We're much too busy," in the words of Keye/Donna/Pearlstein managing director Leonard Pearlstein.

Attention: Advertising Agencies Public Relations Agencies Graphics Studios

If overhead is outlasting billing, we have a pitch you'll be partial to. An extremely accessible address at an extremely reasonable rent... 220 East 42nd Street

A five to ten year sublease of 4,000 square feet in an outstanding corner unit. Will consider subdividing.

FOR MORE INFORMATION, CONTACT:

Exclusive Agent

Clint Holland

212/883-8377



EDWARD S. GORDON COMPANY INC.
405 LEXINGTON AVENUE NEW YORK NY 10174